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HOLDRIDGE'S CATALOGUE

1938

A GUIDE TO BETTER BERRIES

S. E. Holdridge & Sons

Ledyard, Connecticut

Telephones—Norwich Division: 3655-4 and 3655-13

Post Office Address—R. F. D. 6, Norwich, Connecticut

PLEASURE AND PROFIT IN BERRIES

Each year when strawberries begin to fruit, most people resolve, "Next year I am going to have a bed of my own." If you have just a home garden, one or two hundred plants will furnish all the strawberries that you can use. If you run a farm, strawberries offer you a fine cash crop with very little cash invested. A bed of a thousand plants will surprise you with the number of berries that you will have to sell, and will go well with a retail milk or egg route or roadside stand. A bed of an acre returns from three hundred to five hundred dollars on an average, which is about as good as any crop on the farm. Why don't you look over our list of collections and pick the one best suited to your purpose?

—o—

GOOD WILL

We are glad to number among our customers many of our Farm Bureau and Grange friends. Having been members of the New London County Farm Bureau and of the local and state Grange for many years, we have had the pleasure of meeting personally many of our customers.

In the past we have had the pleasure of filling many orders which came to us through the recommendation of members of the Extension Service and we will try in the future, as we have in the past, to live up to the confidence reposed in us.

—o—

(Copy)
STATE OF CONNECTICUT
(Seal of Conn.)

No. 3662 August 11, 1937

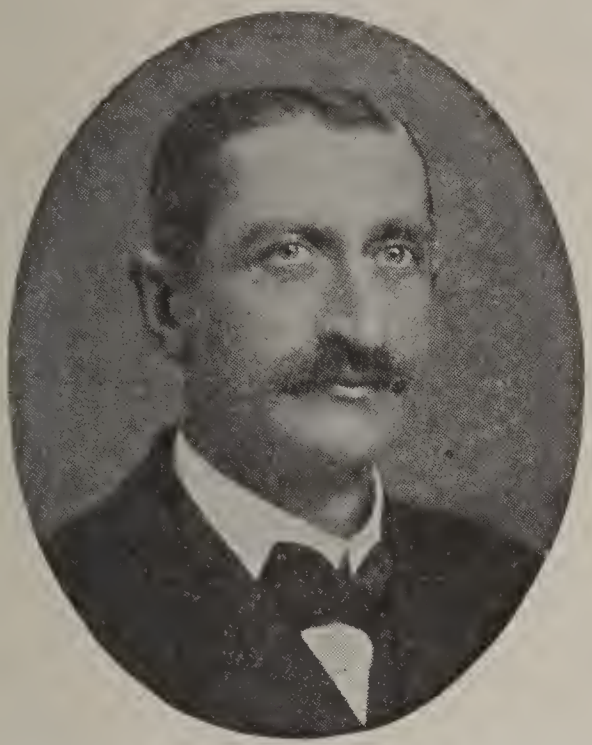
Office of State Enomologist
CONNECTICUT AGRICULTURAL EXPERIMENT STATION
New Haven, Conn.

NURSERY INSPECTION AND REGISTRATION CERTIFICATE

This is to Certify that S. E. Holdridge & Sons of Norwich, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925 (Sections 2135-2140, General Statutes, revision of 1930), and that it is apparently free from dangerously injurious insects and plant diseases.

This certificate expires August 1, 1938.

W. E. BRITTON, State Entomologist.



THE LATE S. E. HOLDRIDGE
Founder

PAUL HOLDRIDGE
Manager

1938 GREETING
Holdridge's Catalogue of Strawberry and Raspberry Plants

To Our Customers and Friends:

We wish to thank you all for the many orders which you gave to us last year. We filled more orders last year than we have ever done before and we believe that they were all filled satisfactorily.

We feel that the increased number of orders which we received was a real tribute to our plants because we do very little advertising besides this catalogue.

We pledge to you that if we receive your order for strawberry or raspberry plants that we will send you plants freshly dug for your order, carefully trimmed and bunched, packed in live moss and sent to you as quickly as possible.

As we are a small concern, we can promise you that every step in the digging, trimming, bunching and packing will be done by or under the supervision of one of the members of the Holdridge family.

We grow our plants on our own farm and know that they are well grown and true-to-name. We have a large number of plants to sell this year and will give extra plants in every bunch. No small plants will be included.

We will make every effort possible to deliver plants to you that will grow well and yield profitable returns to you.

We hope to have the pleasure of doing business with you and assure you that you will be satisfied. With best wishes for a prosperous 1938 and a fine crop of berries in 1939.

S. E. HOLDRIDGE & SONS,
By PAUL HOLDRIDGE.

Post Office Address: Norwich, Conn., R. F. D. 6.
Telephones: Norwich Division 3655-4 and 3655-13.

OUR CATALOGUE

This is not a large pretentious catalogue, yet it brings you an honest message about the different varieties of plants which we grow. The statements we make and the advice we give in this catalogue are no different than that which we would give to you if we should meet you personally.

VARIETIES

We grow and sell only a few varieties of strawberry plants. However, those that we do grow are the varieties which we believe will grow best and bear the best crops here in Connecticut. There are some varieties which are satisfactory under certain conditions, but on ordinary farms or gardens will not be satisfactory. Such kinds we refuse to sell.

Any variety which you buy from us will give satisfaction and good yields under all ordinary conditions. This is as true with our raspberry plants as it is with the strawberries.

OUR PLANTS

Strawberry plants, like seeds and poultry and dairy animals, have productive qualities bred into them. Of course, some strains are much more productive than other strains. For more than twenty years we have grown our own strain of plants. Each year we pick out the sections of our beds where the plants have made exceptional growth. Then the biggest and best plants are taken out for our own plantings. Thus our strain of plants has constantly improved until at present we believe there are no better strains of plants than those we raise. This is especially true of our strain of Howard No. 17.

The biggest proportion of our business is from growers who have bought plants from us for more than one year. We would not get these repeat orders if our plants were not entirely satisfactory.

OUR GUARANTEE

Plants sent out from this farm will be true-to-name, free from any disease, properly trimmed, bunched, packed and labeled. and will reach their destination nearly as fresh as when dug. What honest grower could do more?

PRICES

Our prices are as low as it is possible for us to quote, for good plants, and yet no higher than at any time during the depression. Costs are higher, but we can still keep our same prices. You will note that our prices are quoted delivered to your post office or express office (except as noted) anywhere in New England. We will be glad to quote special prices on orders of five thousand or more, taken at our farm.

Pomfret Center, Conn., May 10, 1937.

The enclosed check is for the 100 strawberry plants. They arrived in due time, and looked to be in fine shape.

Yours very truly,

WILLIS COVELL.

ORDER EARLY

Order your plants early and set them out early. If you order your plants early you will be sure of getting the varieties you want and you will get the plants when you want them. When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If left in package they might heat. Wet roots before setting.

TERMS

Orders may be booked at any time. If not ready to send full remittance now, send part payment and the balance before shipping. Remit in any way most convenient to you.

We all know the depression that has been over our Union, and the difficulties in collecting bills. We are always willing to accommodate, but we are not in the banking business. We have to pay our help cash and therefore we must exact the same for our plants. We sell at a small margin of profit and we trust that you will observe this when ordering plants.

ORDER NOW

After reading this book on berries and thinking the thing over carefully, won't you take the order sheet inclosed, find the prices of the different varieties and make out your order? We promise you healthy, well-rooted, true-to-name plants safely delivered to your door or express office. You will not be disappointed in the spring.

GRADING AND PACKING

We do not carry plants in stock. Our plants are freshly dug each day. Dug with a fork, carried to the packing shed—trimmed under cover with no exposure from sun or wind, tied into bunches of 25 with good count. Counters are advised to throw out small and inferior plants. They are then packed in live moss which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug.

FREE DELIVERY

This means a good deal to the purchaser. The prices in this catalogue include free delivery to your door or express office anywhere, unless otherwise noted. The option will be ours how we shall ship.

When comparing our prices with those of other concerns, please consider that our plants are quoted postpaid, while most concerns quote prices F. O. B.

Carver, Mass., May 1, 1937.

If these plants are as good as I have bought of your father, they will be O. K.

Very truly yours,

A. W. PETERSON.

EARLY VARIETIES

HOWARD NO. 17 (Special Strain) (Perfect)—We consider that the Howard No. 17 is by far the best all-purpose berry at the present time. We recommend that you plant the largest part of your bed to this variety. It is the earliest berry grown and will produce an enormous crop of berries under most all conditions. It is practically frostproof, which is a distinct advantage here in New England.

The Howard No. 17 is a fine plantmaker. The foliage is large and green and very resistant to leaf spot. This variety produces a large, bright red berry over a long season, the berries growing smaller at the end of the season.

Our special strain of Howard No. 17 is immensely productive. We have never found any other variety which will yield the immense crop of fine berries which the Howard No. 17 will yield. This last year we picked about 6,000 quarts of berries of this variety from about two-thirds of an acre. They started to bear very early and we picked from this bed after all other varieties except the Pearl had stopped bearing.

We have two fields of Howard No. 17 to sell plants from this year. They were planted very early last spring and made wide rows of strong, healthy plants. There are practically no skips or narrow spots in either of these beds. If you could see these fields, I am sure you would be convinced of the sturdiness and vigor of the Howard No. 17 variety.

If you have never grown strawberries before, we recommend Howard No. 17 to you. For commercial growers, we recommend that the largest portion of your plants be of this variety.

If you wish to play safe and want a sure cropper and a heavy yielder, plant Howard. You will receive large berries and plenty of them when the prices are high.

Prices: 50 for 65c; 100 for $1.00; 250 for $2.25; 300 for $2.75; 500 for $3.50; 1,000 for $6.00. Postpaid. Free delivery. 3,000 to 5,000 at $5.00 per thousand. Not postpaid.

PREMIER (Perfect)—Officially this is the same berry as the Howard No. 17. Until this year we have kept it and sold it as a different variety. However, we feel that it was a different strain of the same berry and that our Howard No. 17 strain was an improvement over the strain we were selling as Premier. If you have liked Premier in the past, we know that you will like Howard No. 17 still better.

Norwich Town, Conn., May 14, 1937.

Enclosed is money order for strawberry plants promptly received and in good order.

Thank you,
FREMONT VERGASON.

Skowhegan, Maine.

The plants arrived and are fine. The best I ever saw.

Sincerely,
J. G. ATWATER.

DORSETT (Perfect)—The Dorsett berry is the finest quality strawberry that we grow, with the exception of Fairfax. The berries are large and bright red and make a finer appearance in the box, than any other berry. The hulls are a bright green which add to its attractiveness.

With us it ripens nearly as early as the Howard No. 17 and will produce almost as many berries. It will produce a great many plants which stand up well above the ground.

For the home garden, there is no variety that will beat it for quality and yield. For commercial growers who demand a quality berry, it will pay well.

We have a field of very healthy plants for sale this spring. They are as good as any I ever saw. Don't fail to order some of these for this spring.

Prices: 50 for 65c; 100 for $1.00; 250 for $2.25; 300 for $2.75; 500 for $3.50; 1,000 for $6.00. Postpaid. Free delivery. 3,000 to 5,000 at $5.00 per thousand. Not postpaid.

A field of Dorsett on our farm for this spring's orders.

FAIRFAX (Perfect)—We believe that this is the sweetest berry grown at the present time. The berries are very large and dark red in color with a delicious flavor.

It is about a week later than the Howard No. 17 in season and has a somewhat shorter fruiting season than the Howard No. 17 or Dorsett. However, this is the variety for those who want a large sweet berry, above everything else.

It makes fine rows of plants which yield a good crop of berries. With us, it has not yielded equal to Howard No. 17 or Dorsett, but we have reports of fields with plenty of water where the Fairfax has made outstanding yields. A row of these in your garden will be the best way for you to judge how they will do for you. You will have a treat when you eat one of these berries.

Prices: 50 for 65c; 100 for $1.00; 250 for $2.25; 300 for $2.75; 500 for $3.50; 1,000 for $6.00. Postpaid. Free delivery. 3,000 to 5,000 at $5.00 per thousand. Not postpaid.

MID-SEASON VARIETIES

ABERDEEN (Perfect)—This variety seems to be a fine running mate for Howard No. 17. It is somewhat later than the early berries and produces a large very bright berry until late in the season. It is a prolific plant maker with clean healthy foliage standing well off the ground. We have tried it on different soils and wherever planted seems to be at home.

I saw a bed of this variety last year planted on fairly heavy soil. It was bearing very large, bright berries well after most berries were gone. It seems to give quality berries after Howard No. 17 and Dorsett have gone by.

Prices: 50 for 65c; 100 for $1.00; 250 for $2.25; 300 for $2.75; 500 for $3.50; 1,000 for $6.00. Postpaid. Free delivery. 3,000 to 5,000 at $5.00 per thousand. Not postpaid.

LATE VARIETIES

IMPROVED PEARL (Perfect)—We have experimented for years to find a late berry which will stand up to our requirements. Our Improved Pearl is the nearest to that which we require of our Standard late berry. In the first place, it is real late, not producing any berries until two weeks after the Howard starts. It produces a very large berry and produces them in quantity. It generally has a green tip when picked which usually ripens overnight, so when the berries are marketed, the appearance is that of a large firm berry when buyers are wary of soft berries. We feel that commercial growers should plant a portion to this variety as we feel certain they will add at least one week to their picking season.

Prices of Pearl (Perfect): 25 for 50c; 50 for 75c; 100 for $1.25; 250 for $3.00; 500 for $4.00; 1,000 for $7.00.

EVERBEARING STRAWBERRY

As we have found that most everbearing strawberries have been a disappointment to growers because of the few berries that they yield, we have discontinued our present varieties of everbearers this year. We are trying new varieties out now and hope to have next year some which we can honestly recommend to our customers.

East Weare, N. H.

Perhaps you would like to hear of my success with your strawberry plants. I didn't have to sell any for less than 20c a quart and could have disposed of a great many more if I had them.

Very truly yours,
HAROLD W. FELCH.

POTTED PLANTS

Last year we were asked by some of our customers if we would pot some plants for them. They were unable to set out plants in the spring and wanted to have some plants to fruit from this spring. This was our first experience in potted plants. We accepted the orders only after telling each customer that it was our first experience.

When the plants which we had set out last spring began to send out runners, we set a strawberry basket filled with very good soil under the new plant which had started to form. Thus the new plant grew and in a few weeks we had plants well rooted in the basket.

The plants exceeded our highest hopes. They were large and the baskets of soil were filled with tiny roots. The buyers broke the strawberry basket away from the soil as they set the plants in their own ground. These plants will be kept in the hill system and each plant should bear a great many berries this spring.

This year we will be able to furnish potted plants in any of the following varieties:

Howard No. 17 — Aberdeen

Dorsett — Catskill

Fairfax

We especially recommend that you try the Dorsett and Fairfax for potted plants because of their excellent flavor.

To be sure of filling your orders, we must have them by August 1. The plants will be ready any time after September 1.

We hope that each one of you will consider the possibility of potted plants in your own garden. Although we do not recommend them for commercial growers, we do feel that it is an ideal way for many home gardeners to get their berries, as it is possible to set these plants this fall and receive berries next spring.

Prices: 5 cents each at the farm in any quantities. Orders of 50 or more plants delivered free anywhere in New London County.

By mail or express, 7 cents each. Postpaid.

(They will be shipped in small pots.)

RED RASPBERRIES

LATHAM (The Best Producing Raspberry)—This is probably the best variety of red raspberries at the present time. It produces a large berry of very fine flavor. Our plants are free from any mosaic disease. When you buy our plants you will not have to worry about this troublesome raspberry disease. With us it does not start to yield quite as early as the Cuthbert or Chief varieties, but will probably bear more berries and show more profit to you than any other variety. The quality is fine.

Prices: 6 for 50c; 12 for $1.00; 25 for $1.50; 50 for $2.50; 100 for $4.00. Postpaid. Free delivery.

CHIEF (The Earliest Raspberry)—This variety is earlier than other varieties of red raspberries. It is not quite as large as Latham or Cuthbert but produces a firm bright red berry. Every grower should plant a few of this variety in his garden so that he will have berries as early as any. For commercial growers this berry will come early and bring the best prices.

Prices: 6 for 50c; 12 for $1.00; 25 for $1.50; 50 for $2.50; 100 for $4.00. Postpaid. Free delivery.

CUTHBERT (The Old Standard Red Raspberry)—This variety has been raised longer than any of the other varieties. Perhaps it has not produced the tremendous crops of the Lathams but it is a sure cropper and gives a good crop on almost any type of soil. The plants make a vigorous growth and produce bright red berries of a good size. We have raised Cuthbert raspberries for a great many years and they have never missed a crop. You will not be disappointed with Cuthbert Raspberries.

Prices: 6 for 50c; 12 for $1.00; 25 for $1.50; 50 for $2.50; 100 for $4.00. Postpaid. Free delivery.

RASPBERRY COLLECTION

6 Chief
6 Cuthbert
6 Latham
6 Winfield (Black)

All for $1.50

BLACK RASPBERRIES

WINFIELD—This is the largest and sweetest Black Cap raspberry grown. It is perfectly hardy and early, ripening soon after our late strawberries have gone. It is very productive and will out-yield any other variety. The berries are very large and firm. They will last much longer than the red raspberries, both before and after they are picked. The plants form a great many roots. It is free from mosaic and will withstand the New England winters, coming out in the spring without a plant killed.

It is the most wonderful black raspberry we have ever seen. We have a strain of Winfield which we have kept and improved for a number of years. Our plants for this year made a fine growth and we have lowered our prices so that more of our customers may try them.

Prices: 6 for 50c· 12 for $1.00; 25 for $1.50; 50 for $2.50; 100 for $4.00. Postpaid.

ASPARAGUS PLANTS

CULTURE

The roots should be planted in early spring, just as early as you can work the land. They should be set in furrows 5 to 7 inches deep with the roots spread out somewhat in the furrow. A good practice is to open the furrow 8 to 12 inches, apply a liberal amount of well-rotted stable manure, well mixed with the soil filling the furrow to 5 or 7 inches deep before the roots are set. They should be covered with about 3 inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows 3½ feet apart, with roots 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus needs good cultivation, with plenty of manure and fertilizer.

MARY WASHINGTON VARIETY—This variety is generally recognized as the best kind to grow. It is practically rust-proof and is very productive. We are offering for sale this year 1 and 2 year plants. These plants were grown from the best seed available and have not been transplanted.

1 year plants, 25 plants for 50c; 50 plants for 75c; 100 for $1.00; 500 for $4.00; 1,000 for $7.00.

2 year plants, 25 plants for 75c; 50 plants for $1.00; 100 plants for $1.50; 500 for $6.00; 1,000 for $10.00.

RHUBARB OR PIE PLANT

MYATTS LINNEAUS—The best variety. The first thing in the spring to furnish material for pies and sauce. Easy to grow and very healthy. Large, early, tender and yields abundantly.

Prices: 3 for 25c; 8 for 50c; 20 for $1.00; 50 for $2.25; 100 for $4.00. Postpaid.

STRAWBERRY CULTURE

Choosing the Land

Almost any fertile land which is well drained will raise good strawberries. We advise against setting on greensward because of the presence of white grubs who relish the tender roots of strawberries. If possible, plant on land on which no lime has been spread for at least one year.

Fertilizing

We recommend spreading your fertilizer broadcast on the ground after the land has been plowed and harrowed. Then harrow the fertilizer in. This places your fertilizer where it will be available to the new plants as they commence to run. Additional fertilizer may be added any time during the first year if needed. Do not fertilize your bed the spring that it is going to bear for the extra fertilizer will go into the leaves. Do not put lime on your strawberry bed at any time.

When To Plant

We recommend planting the plants just as early in the spring as possible. This will enable the plants to get a good start before the hot or dry weather starts.

Setting Out Plants

Strawberries may be spaced 15-18 inches apart in the rows, and rows 3 to 4 feet apart. Later in the season the plants should be set closer. In setting the plants, dig a hole large enough to enable you to spread the roots well. The plants should be set deep enough so that the roots are well covered, yet care should be taken that the tender heart is uncovered. Press the plant firmly into the ground.

Care of Bed

The blossoms should be picked off the first year so that all the strength of the plant will go into the new runners. Of course, the strawberry bed must be hoed often enough during the summer to keep it free from weeds.

Mulching

The bed should be covered during the early winter with a thin covering of straw, hay or meadow grass. Use whichever of these that is easier or cheaper for you to obtain. In the spring, the hay may be raked between the rows, making a cushion for the pickers during the season. This also prevents dirty berries.

PLEASE USE THIS ORDER SHEET

S. E. HOLDRIDGE & SONS

Strawberry Specialists **Norwich, Conn.**

Please forward to: Date of Order.....

Name .....

Post Office....., R. D. No. .....

Express Office..... P. O. Box.....

County..... Street.....

State..... Ship by.....
(Mail or Express)

Ship plants on or about.....193

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up correctly. Make all letters short and to the point, and please do not write letters on the same sheet with order.

Quantity	Variety of Stock Ordered	PRICE	
		Dollars	Cents

CUT HERE

REMARKS

Please write below the names and addresses of anyone you know who might be interested in, or buyers of, strawberry plants. We will mail them a copy of this catalogue.

SPECIALS

Here are three collections which are fine for home gardens. You can do no better than to order one of these. Prices are postpaid.

COLLECTION No. 1

100 Howard
100 Dorsett
100 Aberdeen
} **All for $2.00**

COLLECTION No. 2

200 Howard
200 Fairfax
100 Aberdeen
} **All for $3.00**

COLLECTION No. 3

400 Howard
200 Dorsett
100 Aberdeen
} **All for $4.00**